



Capital
New Delhi

Population
1.4B

Time zone
GMT +5


Currency
INR ₹
Indian Rupee

INDIA



Top e-commerce industries

 **Electronics**
(23.7%)


 **Hobby & Leisure**
(20.8%)


 **Fashion**
(18.7%)

Top 20 Websites include

Google, Youtube, Facebook, Instagram, Whatsapp, Amazon, Wikipedia, ChatGPT, Bing, Quora, Twitter, Flipcart, Reddit, LinkedIn, OpenAi, India Times

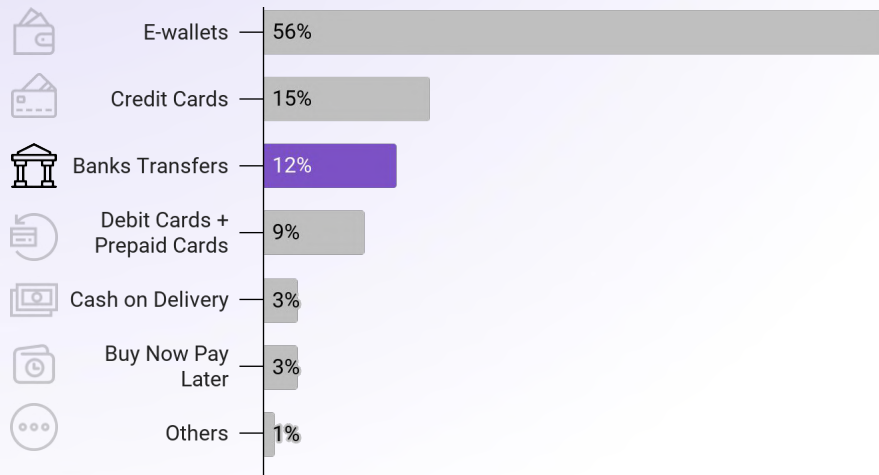
Top categories

 **Social Media & Messaging**
5 out of top twenty are Social media & Messaging websites.

 **E-commerce**
3 out of top twenty are E-commerce websites.

PAYMENTS METHODS. INDIA

Popularity of e-commerce payment methods



Market Projection

16.4%

Annual CAGR growth rate of Digital Payments during 2024-2029

\$3.5Tr

Anticipated Digital Payments transaction value in 2029 compared to current \$1.6Tr

sources: Statista, Oct 2024



LPM ADOPTION. INDIA



Method	Unified Payments Interface (UPI)
Type	Bank transfer
Category	Bank
Payments	Yes
Disbursements	Yes
Authorization speed	Instant
Refunds	Yes, full & partial
Available with	Banks & Fintechs, e-commerce, bills, government, games or tickets payments

UPI (Unified Payments Interface) is a real-time payment system in India developed by the National Payments Corporation of India (NPCI) and regulated by the Reserve Bank of India (RBI). It enables direct bank-to-bank transfers instantly using a smartphone, without the need for intermediary wallets. Although UPI was not originally designed for wallet integration, several major wallets in India, such as Amazon Pay, PhonePe, Fampay, and OneCard, have incorporated UPI functionality, enhancing its usability and convenience.

Reasons for Popularity

- ✔ Immediate money transfer through mobile device round the clock 24*7 and 365 days
- 📱 Single mobile application for accessing different bank accounts
- 👉 Single Click 2 Factor Authentication
- 📍 Virtual address of the customer



330M Users